

Content Critical Solutions (USA)



Content Critical Solutions Relies on Hunkeler Quality, Dependability, Ease of Use

Four locations producing data-intensive transactional printing. Newly acquired Hunkeler Generation 8 expands variable production capabilities.



John Slaney, Chief Technology Officer

"It's quite a statement when you have a device you acquired in 2000 that you ran every day, and you put it to rest 15 years later only because it was finally time to upgrade the technology," says John Slaney,

Chief Technology Officer of Content Critical Solutions. "We used our first Hunkeler system when we were printing on-demand newspapers to go on flights out of JFK. When you have something with a lot of moving parts and a lot of activity going through it, it has to be solid. And that's what our experience over the years has been with Standard Finishing and Hunkeler." This is just one example of the reliability and quality Content Critical has experienced from its Hunkeler and Horizon systems.

Content Critical Solutions operates out of four locations (New Jersey, Florida and two

in New York), producing data-intensive transactional printing. The company has been using Hunkeler equipment in their Moonachie, NJ, plant for nearly 20 years, and they replaced the original line at the end of 2017 with Hunkeler's next generation in order to expand variable production capabilities. When Content Critical began looking for an in-line finishing solution to complement a Canon ColorStream 6900 production inkjet press in their Fort Lauderdale, FL, plant, there was no hesitation in selecting Hunkeler from Standard Finishing. "We had some problems with competitive

solutions in the past, and we felt, based on our long history and experience with Standard, that Hunkeler was a better decision," says Fred Van Alstyne, Chief Operating Officer.

For the Florida plant, Content Critical installed an in-line configuration that includes both roll-to-stack and roll-to-roll capabilities, including the Hunkeler Generation 8 Roll-to-Roll solution and the Generation 8 Roll-to-Cut/Stack line along with the Hunkeler DP8 Dynamic Perforating module. "In Florida, we produce tolling statements and notifications, as well as financial and insurance

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transactional printing,” Slaney adds. “It was a terrific decision and pretty impressive as everything is in-line in one system.”

Shortly after, the company equipped its Congers, NY, plant with the same capabilities, except in a near-line configuration, to finish output from their Canon press. At this facility, and in New Jersey, the company produces voting ballots for New York, New Jersey, Pennsylvania, Florida, and other states. Because each ballot needs to be matched to the correct shipping label for each state, ballot printing typically took hundreds of costly labor hours.

“This is a scenario where our long-term relationship with Standard Finishing and Hunkeler really paid off,” notes Van Alstyne. “When we were making decisions about how to configure our ballot printing operation, we reached out to Standard, and they brought in people very familiar with the process. That helped us make the right decisions.

“We were able to eliminate the labeling process because we are streaming the box label and the separator sheets right into the print stream. They come out offset stacked, are dropped into a shrink wrapper, and then right into the box. Not only was this a significant labor saver, but it eliminated any potential errors in matching. And we can produce two-sided ballots up to 39 inches long.”

Content Critical also runs two Horizon BQ-270V Perfect Binders in its New York City and New Jersey facilities, where they produce full-color pitch books, presentations, reports, and more for the financial industry. The binder in New Jersey is equipped with barcode verification technology for book block and cover matching which allows validation right at the bindery point for mission-critical communications. And to further round out the finishing operation, Hunkeler unwinding technology is utilized to feed pre-printed rolls into their BlueCrest inserters.

Across their facilities, Slaney and the Content Critical operators are impressed with Hunkeler’s Generation 8 user interface. “In the generation before, we had LCD screens; and it took time to find the right settings,” he says. “Now, with the Generation 8 system, the touch screen makes it very easy



The new Hunkeler line includes the WM8 Web Merger which allows slitting and merging left under right or right under left.

for operators to quickly adjust the settings, with fewer opportunities for error. The visual representations and the set-up process are dramatically better, and that has definitely aided our operators as we upgraded all of our equipment to Generation 8.”

Slaney again pointed to the reliability of Hunkeler as integral to Content Critical’s operation, stating, “The reliability of the Hunkeler lines is vital here. The nice thing I can say is we immediately see the number of reprints and kick-outs we get from the process. I will tell you it’s really been minimized. The systems are working very well. Anytime we

have to go back and regenerate something because it wasn’t cut right, for example, that adds time to the process. These systems are reducing the number of jams and errors we experience, and that’s really important in an operation like ours.”

Slaney also prefers the rotary cutting blades Hunkeler uses. “We had another system that used knife blades,” he says, “and it seemed like we were always having to change them. We run a lot of work through these systems, and there can be a lot of wear and tear. But with the Hunkeler systems, we get good clean cuts and rarely have to stop to change the cutting blades.”

Slaney notes that the company tries to solve all of its own problems, adding, “But when we can’t, it’s important to have direct access to good partners. We are able to work directly with Standard Finishing, and with Hunkeler in Switzerland, as needed. Downtime for us can be disastrous. We don’t have extra equipment just sitting around as backup. Both Standard and Hunkeler are extremely attentive and responsive. It’s important to have good partners we can call on when we need them!”



John Waller, Print Operator, uses the icon-based Gen8 touch screen to quickly adjust the settings for the next job.